

UNIVERSITY MISSOURIAN

Published daily except Saturday by the students in the School of Journalism at the University of Missouri.

FRANK H. KING Editor
A. G. HINMAN Business Manager

University Missourian Association, Inc.
Directors: Frank H. King, President;
Gladys Baker, Secretary; Ira E. Hyde, Jr.,
Duke N. Parry, H. E. Taylor, Charles
Roster, D. D. Patterson, J. L. Groves,
George Lamade.

Address all communications to
UNIVERSITY MISSOURIAN
Columbia, Missouri.

Office: Virginia Building, Downstairs
Phones: Business, 55; News, 274.

Entered at the postoffice, Columbia, Mo.,
as second-class mail.

Year, \$2.50; month, 25 cents; copy, 5 cents.

ADVERTISING COLUMBIA

Mayor Batterson wisely recommended at the Commercial Club luncheon that the club give an automobile tour or other entertainment for the Summer Session students.

Most of the 1200 students enrolled in the Summer Session of the University this year are school teachers or future school-teachers. They will scatter to all parts of this and other states. As teachers they will come in close contact with the communities in which they live or are employed. They can advertise Columbia and the University more than any other one thing—with the exception, perhaps, of a gigantic and expensive advertising campaign.

Let's show them Columbia at her best.

NEW FIRE EQUIPMENT

The request of Fire Chief Kurtz to the City Council to authorize the purchase of a "chief's car" for the fire department has caused considerable comment—favorable and otherwise—among the citizens of Columbia.

Chief Kurtz's record as head of the fire department of Columbia has been of the best sort. He has given good service, which is admitted by all, and is probably the best-informed man in Columbia as to the needs of the fire department. He has recommended the purchase of the new car and in doing so gave it as his professional opinion that the car was needed.

He pointed out that if Columbia should ever have an unusually large fire, or two fires at once, the present equipment would not be sufficient. The one fire truck now owned by the city would never be able successfully to cope with a large fire at the Hamilton-Brown Shoe Factory, the Dumas Apartments or any of the large downtown buildings—says the chief.

Kurtz says that most of the opposition to the purchase of the car is of a personal nature. But regardless of whether this is true or not, the fact remains that the fire committee has recommended the purchase and that Kurtz, as chief of the fire department, has recommended the purchase.

Chief Kurtz should know the city's needs in this line.

The fire committee should know.

SUCCESS BY FAITH

Speaking to the teachers at the opening Summer Session convocation, President HBI said, "Every successful school-teacher is successful because of the faith that teaching is an art to be guided by intelligent work and high ideals."

That sentence sounds a keynote not alone in the lives of the successful school-teachers but in the lives of every successful person no matter what his field.

We live by faith. To be happy, we must have faith in our fellow men; to be hopeful, we must have faith in our God; to be successful, we must have faith in ourselves. "For what profiteth a man if he gain the whole world and lose his own soul?"

Have faith.

THE VALUE OF CONFIDENCE

"There is nothing that succeeds like success" says the memory gem. And next to success there is nothing that succeeds like confidence. A pound of confidence to every ounce of brains is the recipe that will put you on the top round of the ladder of success.

For instance, if you are looking for a job, the worst thing you can do is to assume that you don't know anything but that you are willing to learn. You must instead convince yourself that there isn't much you don't know and that you are still willing to learn. Then you can convince your prospec-

tive employer that his business will be richer for your entrance into it.

Many persons have an over-weening amount of "gall" and use it in lieu of real ability. This makes the person who is really worth while under the necessity of "tooting his own horn," lest the bluffing man step in ahead of him. Consequently, in order to display one's wares successfully, it is necessary to become conscious of "having the goods" and of showing your employer that you can use them.

Many a man with real ability has fallen by the wayside because of lack of confidence. And vice versa, many a mere "bobbing cork" has floated jauntily on the tide of success by the power of this asset.

IF—

(Beg Your Pardon, Rudyard)
If you can go to the general library
And bring a man see many women there
Old, young, between, indifferent and fair,
Nor try to flirt with any that you see;

If you can pass the campus bridges nor
Within the dull rotations of your brain
See clearly as the shadows there are plain
What bridges such as they were builded for;

If you can stroll the Links to Lovers' Leap,
Past Balanced Rock, and Rollins Spring,
and back,
See others having all the fun you lack
Nor envy them, still calm and patient keep;

If you can pass each day in hall and street
So many girls, nor smile, nor even care
To smile, and with a cold, unhuman stare
Eyes that are bubbling summer's magic meet;

Then woe betide you here at summer school,
You are already doomed to dire distress,
We'll do our best to help you, but confess
It's pretty hard to help so big a fool.

G. McG.

The Open Column

Courtesy from Women.

Editor the Missourian: Is it right for a group of girls—five or six—to walk down the street abreast, taking up the whole sidewalk, and refuse to move aside for others?

No gentleman objects to going off the walk for a girl—or for girls—but when an old man or an old woman has to step out in the mud because a bunch of girls takes up the whole walk, then someone has not been properly brought up.

There is such a thing as courtesy among women as well as among men, and though it is probably only a result of thoughtlessness still it is discourteous to make an old person step aside for five or six young girls. It is not necessary for girls to walk abreast—they can pair off or walk in groups of threes and still leave plenty of room for other pedestrians.

Or if they wish, let them walk five or six in a line, but when they do this they should remember that there are others, and not cause people to step in mud puddles rather than break the line. —E.

What About the "Ain't"?

Editor the Missourian: It is no uncommon thing to hear university men—and women, too, for that matter—whose gray matter fairly oozes with ancient classic tongues, use the most vile English; they have an endless variety of "ain't's," "gots," "nothings," and other atrocious and equally inelegant words of the lowbrow type. Such barbarisms in University students are inexcusable; they can be overlooked in stable boys, street cleaners and others who have not had the advantage of a higher education.

When those attending an institution of learning indulge in such inane drivel, one is forced to conclude that they are ignoramuses or else the institution is a misnomer as a university. Then why not less of this slang and balderdash and more elegant, polished and sensible English. One need not be a prig or a cad to use correct speech. Those who know something are usually expected to give some evidence of their knowledge and not keep their light hidden away in some dark recess of their inner selves. H. P. M.

WILL USE FLAG IN CAMPAIGN

St. Louis Ad Club Will Try to Get There Next Year.

ST. LOUIS, Mo., June 17.—The largest American flag in the world, which was given to the city by the Million Population Club, will be taken to Philadelphia by a delegation from the Advertising Club of St. Louis to be used in the campaign to bring next year's convention of the Associated Advertising Clubs of the World to St. Louis. The delegation, accompanied by Mayor Kiel, will depart for Philadelphia June 24.

The flag, last used in the preparedness parade, was spread on the lawn between the Municipal Courts Building and the City hall, this morning to be repaired, and also for inspection by the ad men's delegation. It attracted much attention from delegates and visitors to the Democratic Convention. The flag is 146 feet long and 34 feet wide. It is usually carried by 122 men.

Mr. and Mrs. A. C. Dennis and children have returned to St. Louis, after a visit to relatives here.

ROSENTHAL

School of Commerce

Penmanship

A Specialty

GUITAR BUILDING

The Right Kind of Picture

The right kind of a photograph is more than a map—it's a portrait. It's more than mere view of you in good clothes—It should show life, action, character.

This is the "right kind of picture produced in this studio." This picture will help the teacher obtain a position—will help YOU with your friends.

Day or Night Sittings
at your convenience

Parsons Electric Studio

9A S. NINTH ST.

Phone 523 Black

FREE

Films purchased of us
are developed FREE.



Circulating Library 2c per day.

You Summer School Students

All of you will need calling or business cards to leave with the new friends you will make while here. Come down, see our samples and let us have the order; either printed or engraved.

We will be glad to figure with you also on any booklet, bulletin, circular, letterhead, or any other printing job you may be planning. We guarantee SERVICE in all our printing.

Herald-Statesman Publishing Co.

VIRGINIA BUILDING

WHERE THE MISSOURIAN IS PRINTED.



Per 100 Lbs. \$3.20

50 Lbs. 1.60

25 Lbs. .80



Hen Feed, 100 Lbs. \$1.85

Chick Feed, " 2.00

Dry Mash, " 1.85

Bran, - - " 1.00

BOONE COUNTY MILLING CO.

J. B. COLE
Osteopathic Physician
HADEN BLDG.
Office Phone 498
House 341

FOR SHAMPOO TREATMENT OF
ITCHING SCALP AND DANDRUFF,
call the

Ladies Shampoo Parlors,
Phone 779 Green 809 Broadway



Summer Vacation Dances

Of course are most successful when the music is from the Columbia Grafanola. Nothing is finer than the tones of this instrument in the summer evenings out-of-doors.

THE JULY RECORDS ARE HERE

Come in and hear them in our new music room. Remember, any record can be played on the matchless grafanola.

Grafanolas priced from \$15 to \$250

PARKER FURNITURE CO.

16 N. 10TH ST.

Phone 53

GET SOME NEW TABLE CUTLERY



Get Cutlery
that Cuts;
Ours does

Don't you need some new cutlery and spoons for your table? Company is sure to come and you don't want to be apologizing for that old stuff.

Come see our new cutlery and spoons, scissors, too. We've got the very things you need. We cut our prices down low when we first put prices on our goods.

We have just received a large, well selected shipment of Community Plate.

Come in; you'll go out pleased with what you buy.

Matthews Hdw. Co.

808 Broadway

Phone 147